43.   (Original) The computerized method of claim 33, further comprising the steps of:

selecting a next interactive advertising message based, at least in part, upon the consumer's interactions with the present interactive advertising message; and

providing the next interactive advertising message to the consumer.

44.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's brand.

45.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's awareness of the commercial entity's product.

46.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the commercial entity's tagline.

47.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's recall of the benefit of the commercial entity's product/service.

48.   (Original) The computerized method of claim 33, wherein the step of gathering data associated with the consumer's interactions with the present advertising message, includes the step of gathering data related to the consumer's image association with the commercial entity's brand equity.